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In this issue:

Confessions of a Covert Library Student: Distance Education and the Working Paraprofessional

By Kathryn Skhal
Interlibrary Loan Assistant
Carlson Health Sciences Library
University of California, Davis
kjskhal@ucdavis.edu
530-752-6379

I didn't grow up wanting to be a librarian. I didn't spend my childhood running around with my hair in a bun shushing people. In fact, I was banned from my high school library. Then in college I happened into a job at the Carlson Health Sciences Library. At first, the work was financially motivated, but over time, I fell in love with the place: the patron and coworker interactions; the obsessive-compulsive appeal of cataloging; the strong emphasis on technology; and besides, I *still* get a kick out of using a self-inking stamp. The library became home.

Over the next several years, I learned a lot about libraries and their inner workings, but eventually I felt that I was running out of places to grow as a library assistant. In order to continue my career development, I needed a master's degree. It was time to go to library school.

For me, graduate school brings up images of old Chevy Impalas, well-worn shoes and countless ramen-based dinners. I had left my starving student phase behind and was unwilling to regress, so I knew I had to find a way to keep working. Distance education has taken great strides in the past decade. What used to be limited to mail order or satellite community college programs now includes degree opportunities from reputable four-year colleges and universities. Almost every library school I looked at offered some sort of remote learning option. Since I hate commuting, I focused on computer-based programs. It soon became clear that not all programs were created equal. Even if classes weren't physically meeting, I wanted as much interaction with my teachers and peers as possible. To that end, I wanted synchronous class sessions and on-campus visits. After my research was complete, the clear victor was LEEP, the distance education scheduling option for the library and information science program at the University of Illinois at Urbana-Champaign (UIUC).

All new LEEP students attend a ten-day on-campus "boot camp" in the summer. During this period, your cohort (mine was 40 students) completes an extremely intensive core course. I believe these sessions are the key to LEEP's success.

Like real boot camp, the stress and fatigue lead attendees to form bonds far beyond that possible in a normal classroom atmosphere. These shared experiences form a core from which all LEEP relationships are built. After the initial session, normal classes are offered as live weekly sessions in an audio lecture, chat and slide show format. Group projects help maintain connections with your peers and the professors are very approachable. The administrative and information technology staff are also friendly and supportive. Overall, the LEEP alternative feels in no way inferior to the on-campus experience. In fact, UIUC campus students are encouraged to take classes in the LEEP format.

The curriculum is also interesting and very flexible: 8.5 of the 10 units are elective. So far, I've taken classes in cataloging, reference, networking and more. The lectures, readings and assignments combine to provide not only the "whys" behind the "hows" but also practical experience, even for my current position. Though I'm only halfway to my degree, I've learned so much already. I can't wait to take my knowledge and apply it to the rest of my career.

The experience of shuffling a full-time job with school has been an exercise in multitasking, but the benefits more than compensate. For anyone considering the same path, I offer the following hard-learned hints:

- *Ask for support*: Many institutions will offer tuition reimbursement, release time or other compensation for working staff, particularly if you demonstrate the benefits to your current position. Don't expect the moon, but it doesn't hurt to ask.
- *Expand your circle of colleagues*: Distance education is an excellent opportunity to meet people around the world away from your local environment. Don't waste the chance to network – your peers have a lot of great experience and information to share.
- *Use your local resources*: As a working student, use your local environment as a laboratory. You have a built-in model environment for projects and papers and a wealth of resources around you, both technologically and personally. Ask questions of your fellow librarians – consider them captive teaching assistants.
- *Maintain your perspective*: There's a lot going on in your life besides school. Don't lose focus of that. Keep a balanced existence to avoid stress overload.
- *Learn! Have fun!*

(Editor's Note: A special thank you to Kathryn for sharing her experience – she is truly an innovator from the word go! For more information on the LEEP program, visit http://leep.lis.uiuc.edu. We are interested in hearing about the experiences of others in our region who are taking library and information science classes virtually or from a distance – both about your experiences and perceptions as well as about the courses and curricula.)

This article is freely available at: http://nnlm.gov/psr/lat/v12n4/confessions.html

Resource Library Directors Meet in Reno and
Say Farewell to Joan Zenan

On June 4, 2003, the directors of the twelve resource libraries in the Pacific Southwest Region took a gamble and, rather than holding their annual meeting in Los Angeles, met in Reno, "The Biggest Little City in the World!" Joan Zenan, Director of Savitt Medical Library at the University of Nevada School of Medicine in Reno graciously hosted the meeting at the library, as well as dinner at her home the evening before. The annual meeting provides the opportunity for the directors to talk about their libraries, collections, and services as they relate to regional health information needs and to hear about and provide feedback to PSRML on its various programs. Resource Libraries are designated institutions within the region whose quality and size of collections or uniqueness of materials add significantly to the region's resources. (For more information about these libraries in our region, see our Resource Libraries page at http://nnlm.gov/psr/rlweb.html. To see a photo of meeting attendees in Reno, go to http://nnlm.gov/psr/photos/rl/rld_mtg_2003.html).

Topics on this year's full agenda included:

- a presentation on the UCSD Biomedical Library Addition and Renovation Project
- presentations on various Resource Library outreach projects
- a review of NN/LM Program Logic Models for evaluating regional outreach to public librarians and public health professionals
- an overview of new and continuing regional outreach funding opportunities
- a resource sharing update, including EFTS, DOCLINE, electronic journals and ILL
- a review of NLM's plan to increase the number and variety of program presentations at targeted health professional association meetings
- a presentation on the Medical Digital Reference Project
- an update on BioSites

Susan Starr's presentation on the UCSD Biomedical Library addition and renovation generated much interest and discussion, as many of our resource libraries will be involved in various types of building projects in the near future. Most of our resource libraries are facing financial challenges due to economic impacts on state and local budgets. In addition, the University of Guam faced tremendous weather challenges when two typhoons hit the island in 2002. Despite this, our resource libraries continue to implement some exciting programs to enhance health information access.

The afternoon session of the meeting was preceded by a tour of Savitt Medical Library, the only academic medical library in the state of Nevada. The building that houses the library was completed a year and a half ago; in addition to its innovative and functional design, it affords spectacular views of the Washoe Valley (see the library's home page at http://www.med.unr.edu/medlib/index.html).

This year's meeting was a bittersweet occasion, as it acknowledged the remarkable career and upcoming retirement of Joan Zenan, who has been a Resource Library director since 1976. Fortunately, Joan plans to remain in the position until her successor is named. Over the years, Joan has taken a major role in developing the Network in Nevada, and has expanded health information services to many constituencies within the state. As to future plans, Joan intends to keep busy and have fun, which means travel, gardening, courses at UNR, yoga classes, some

volunteer work, and spending lots of time at her family's ranch in northern California. It's a safe bet that Joan's shoes will be hard to fill! HS

Heidi Sandstrom Appointed Interim Associate Director of PSRML

Heidi Sandstrom was appointed Interim PSRML Associate Director effective June 2, 2003. Heidi's extensive knowledge of the RML program including positions in network and outreach program areas, most recently as Consumer Health Information Services Coordinator, will prove invaluable in this new role. Her prior work experience as a nurse also provides an understanding of the issues relating to today's complex healthcare environment. JC

NLM Defines a New Standard for Electronic Archives and Electronic Publishing

On June 10, 2003, NLM announced two new tools that will be important for the development and evolution of electronic scholarly communication. These tools, the *Archiving and Interchange DTD* and the *Journal Publishing DTD*, will be used for describing the content of journal articles and some non-article journal material, such as product and book reviews, editorials, and letters to the editor. What do these terms mean and what are the implications of this announcement?

DTDs (Document Type Definitions) describe the structure, content, and semantics of XML documents and hence serve as important building blocks for electronic information systems. NLM's *Archiving and Interchange DTD* provides a common format so that publishers, aggregators, and archives can exchange online journal content for archival purposes. Although NLM's interest has primarily been to support the development and expansion of PubMed Central, the *Archiving and Interchange DTD* is applicable to electronic journal publishing in all fields. A common format across disciplines is a very significant advantage as electronic publishing becomes more prevalent.

Two years ago, NLM and NCBI were interested in revising the DTD for PubMed Central. At the same time, a company called Inera, Inc., was working with the Harvard University E-Journal Archiving Project and determined that it would be feasible to develop a DTD for archiving electronic journals. In April 2002, these stakeholders met to consider what changes were needed to extend the PubMed Central DTD so that it could become a common format for archiving electronic materials, regardless of subject matter. NCBI and Mulberry Technologies, Inc. then developed the *Archiving and Interchange DTD.* The companion *Journal Publishing DTD* was developed to guide production of new journal content, including journal articles and some non-article journal material, such as product and book reviews, editorials, and letters to the editor.

As more journals publish electronically, it is essential that standards be developed and used to avoid a Tower of Electronic Babel due to many different formats. NLM's new *Archiving and Interchange DTD* and the related *Journal Publishing DTD* will prove to be important resources

for ensuring continuity and ease of data interchange. NLM has placed these DTDs in the public domain. They can be used by any organization that wants to create its own DTDs without permission from NLM.

What should you do with this information? You might share the press release below with staff members at your hospital or university who serve on journal editorial or advisory boards. The editors of these journals might very well be interested in the *Journal Publishing DTD*. These tools might also be of interest to staff in your institution who are developing information systems and who are marking up existing literature or reports and archiving and transferring such material. NLM has placed these tools in the public domain so that anyone may use them freely. The ultimate purpose of these projects is to preserve the intellectual content of journals and related documents independent of the medium of original publication in order to preserve that content for the future.

NLM's press release, "The National Library of Medicine Defines Standard Content Model for Electronic Archiving and Publishing of Journal Articles", is available at http://www.nlm.nih.gov/news/press_releases/dtd_ncbi03pr.html. The *Archiving and Interchange DTD* is available at http://dtd.nlm.nih.gov/; the *Journal Publishing DTD* is available at http://dtd.nlm.nih.gov/publishing/. JKK

This article is freely available at: http://nnlm.gov/psr/lat/v12n4/nlm_dtd.html

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HIV/AIDS Information Summit Evaluation: An Update

Feedback from the HIV/AIDS Information Summit participants was extremely positive. A number of attendees expressed their gratitude for the convening of such a meeting and said the opportunity to have an entire day to meet and discuss issues with colleagues in such an attractive venue was invaluable. All Summit participants were asked to complete an evaluation survey through Zoomerang[1] shortly after the event. Responses to the survey confirmed the positive impressions received on the day of the meeting. In the survey, attendees were asked to rate the knowledge and effectiveness of all speakers at the Summit. The survey also asked about the quality of the meeting facilities, the appropriateness and organization of the session content, and whether or not the Summit met both its stated purpose and the personal objectives of attendees.

As a final outcome measure, the survey asked participants if they felt better prepared to meet the challenges associated with HIV/AIDS information. All attendees either agreed or agreed somewhat with this desired outcome. On the whole, all speakers were judged to be effective, and expectations for the day were met. The survey also asked attendees for comments about which part(s) of the day they found most and least helpful. These comments indicated that the Summit was a tremendous networking opportunity, and many of the attendees planned to implement some of the recommendations into their daily work flow. Several people said that they would be interested in attending a similar event in the future, and desire was expressed for a nationwide meeting of this sort.

There was some indication from the survey responses that there was not sufficient time for the breakout groups, and that some of the breakout discussion topics were too broad and difficult to get a handle on. Other participants felt that the topics covered during the plenary session were not relevant to them, or was information that was already widely known. A number of the

participants would not have been able to attend the Summit without the financial support they received. It was money well spent, because the connections made that day and the dialogue that began will most likely continue and be a positive influence on the effective dissemination of HIV/AIDS information.

The Summit website, located at: http://nnlm.gov/psr/aids_summit.html, has been updated and now includes links to photos from the event, as well as links to the colorful graphic recordings or "road maps" by graphic artist Christine Valenza. In addition, webcasts of the keynote addresses, panel presentations, and group reports/recommendations sessions may be viewed with RealOne Player. Links to documentation for the PowerPoint slide presentations, handouts used by the speakers, meeting agenda and program, and free HIV/AIDS Internet sites are also available.

An executive report summarizing the event and recommendations for future actions from the breakout discussion groups will be added to the website as soon as it is finalized. Please direct questions to Alan Carr at acarr@library.ucla.edu. AC

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1. Zoomerang is a web-based service for creating, conducting, and analyzing surveys. More information is available at http://www.zoomerang.com/Login/index.zgi.

MDRP Update: Digital Reference

While the public librarians haven't been beating down our door with live referrals of digital reference questions, the Medical Digital Reference Project (MDRP) librarians have gotten a number of offline referral questions. The 24/7 Reference software has an email system called QRC for Question Referral Center that allows digital reference librarians from anywhere using 24/7 Reference to forward the interaction on to the medical librarians. The librarians do so when they are busy, when they suspect that the MDRP librarians may have some additional information, and of course, when they are stumped. The MDRP librarians who are trained in using QRC can then go in at any time and answer the questions. We have answered over 20 questions since February via QRC from requestors in Maryland, Massachusetts, and England, as well as California.

Some examples of questions we have answered have come from consumers, students, and academic researchers:

- "My white blood cell is less than normal…"
- "What can you tell me about fructose vs. sugar for diabetics?"
- Students are doing research on Parkinson's disease, and how toxic shock syndrome affects the human heart.
- Academic researchers inquired about humor and laughter linked to the immune system, and tagged red blood cells.

For more information about the MDR Project, contact Kay Deeney, Education & Exhibit Coordinator. KD

LinkOut Icons: PSRML Makes it Fast and Easy!

By Andrea Lynch
Network Assistant
PSRML

Are you interested in participating in LinkOut but unsure about how to get icons for your library? Have you contacted your marketing or IT department and been told it will take two months to get them made? Do you need help with your LinkOut icons and don't know where to start?

Look no further! I can create icons for you! This is one of the services PSRML provides for member libraries in the Pacific Southwest Region. You let me know what you want: a particular institution logo, specific colors, text, and layout. I'll take it from there! If you are not sure about what you want, that is okay, too. I'll create something and run it by you for approval.

PSRML recommends that you have two icons – one for your print collections using the LinkOut to SERHOLD feature and the other for electronic journals. Your electronic links can include not only resources that you subscribe to and pay for, but freely available resources such as PubMed Central. When your users see your icons, they can click through to resources you are making available to them. But how do you design icons they will recognize?

Help Us Help You

Start by thinking of the logos and images used by your organization on their web page, in signs, business cards, brochures, etc. Using your institution's logos or images helps your users identify their institutional icons when searching PubMed. Perhaps the name or acronym for your organization will be important. Incorporating these logos and images will, in turn, promote your library and its commitment to the institution. The colors of your institution can also be used to create your print and online LinkOut icons. Consider what kind of text you would like on your icon(s). Here are some examples of text for your online title icon: "online", "electronic holdings", "full-text online", "view online article". Here are some examples of text to use for your print holdings icon: "print", "print holdings", "print collection", and "in the library". Just remember that icon space is limited, so try to keep words to a minimum. Then let me know what's important for your institution.

Doing Nothing about your Icons

Below are LinkOut's two default icons, one for online holdings and the other for print. These icons display for your users if you have not created your own icons:
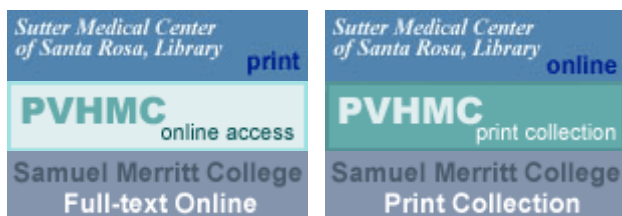

Examples of LinkOut Icons

Below are LinkOut icons that we have created, with suggestions from the librarians, for libraries in the Pacific Southwest Region.

Some of them start with just an institution's logo. Here are some examples:

LinkOut icons do not have to include a logo. Here are some icons that have text and various colors:

Icons Developed by Other Libraries

Here are two icons one institution developed that use graphics in their icons, but the graphics themselves are not the institution's logo:

And, for some alternatives, here is a selection of icons from other libraries:

Icon Particulars

An icon must be stored on a publicly accessible site -- not on a private Intranet. Icons should:

- Be no larger than 150 by 35 pixels (recommended size is 100 by 25 pixels)
- Have an outline
- Look like a button
- Not use a white or transparent background

Storage of Icons

LinkOut libraries can store icons in the following three places:

- On a server at your own institution
- PSRML can host it for you
- You can upload it to LinkOut

When you logon to the LinkOut File Submission Utility, you will be able to upload your icons to the NCBI computer or give the URLs where the icons are located, either on your machine or through PSRML.

ILL Cost Study 2003

The results of the national ILL cost study are now available online. The results were presented by Julie Kwan and Penny Glassman at the RML Directors Meeting in San Diego (see the article describing the meeting, including a brief discussion of national ILL maximum charges in the last issue of *Latitudes*, http://nnlm.gov/psr/lat/v12n3/rml_052003.html). The presentation is available at http://nnlm.gov/psr/ppt/ILLcost_2003.ppt. Thanks again to all who participated by responding to the cost study questionnaire. JKK

Update Your Routing Table to Take Advantage of EFTS

Over ten percent of DOCLINE libraries in the Pacific Southwest Region are now part of EFTS, the Electronic Funds Transfer Service, used in DOCLINE. When you join EFTS, you should update your DOCLINE routing table to include other EFTS libraries so that at least some of your requests will be handled through EFTS members. Here are some guidelines that will help you make routing table decisions.

1) Place libraries with whom you have reciprocal arrangements, and who will not charge you, in the first cells (cells 1-3),

2) Place EFTS libraries next in your routing table, putting those with lower fees before those with higher fees,

3) Put smaller EFTS libraries in cells before larger EFTS libraries so that smaller libraries have the opportunity to participate in lending, thereby offsetting their borrowing charges,

4) If some of the EFTS libraries offer a preferred delivery method, such as web or email delivery and you want that method, place them in lower, rather than higher, cells of your routing table, depending on the structure of your routing table,

5) If you need special collections, try to find EFTS libraries that have those materials and place them appropriately in your routing table, perhaps in a separate cell, and

6) It's generally good practice to ask an out-of-region EFTS library for permission to add it to your routing table.

All new EFTS libraries are announced on the EFTS-L listserv (even if you are not yet an EFTS member, you can sign up for the listserv at http://efts.uchc.edu/listserv.html). In addition, we post new EFTS members in our region to the PSRML listserv, RMLRG7-L.

You can also search DOCUSER to find appropriate candidates for your routing table. You can search by Library Group (for example, if you want to find FreeShare libraries). You can also search specifically for EFTS participants. And, you can combine either of these with an NN/LM region, state, collection size, ILL delivery method, and whether or not the library provides rush service.

Please contact Andrea Lynch for assistance with searching DOCUSER or revising your routing table. JKK

This article is freely available at: http://nnlm.gov/psr/lat/v12n4/update_routing.html

EFTS Advisory Committee Named

An EFTS Advisory Committee has been named by EFTS staff and will soon hold its first meeting. The purpose of this group is to promote EFTS usage, evaluate EFTS operation, and provide recommendations on policy, procedures, and fees. The EFTS Advisory Committee will be composed of representatives from each of the eight NN/LM regions, representing various types of libraries, including hospital, medical school, and special libraries. The Advisory Committee meetings will be conducted remotely no less than two times per year. The first meeting will be held in late July or early August. The agenda will include, but is not limited to: 1) the status of the new and upcoming EFTS web-based system, 2) the growth of EFTS during the past year, and 3) how to make enrollment in EFTS as easy as possible since enrollments are expected to increase now that NLM participates in EFTS.

We are pleased to announce that the three EFTS Advisory Committee members from the Pacific Southwest Region are Christine Dechoretz, Carlson Health Sciences Library, UC Davis; Ellen Aaronson, West Hills Hospital and Medical Center; and Julie Kwan, Library Network Coordinator, PSRML. JKK

This article is freely available at: http://nnlm.gov/psr/lat/v12n4/efts_ac.html

New EFTS Participants in the Pacific Southwest Region –
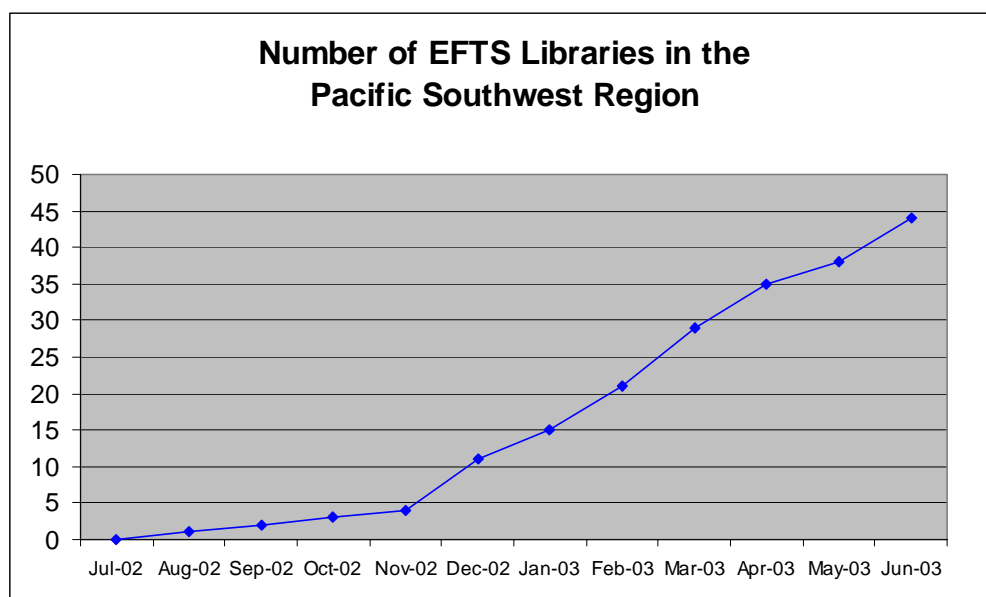## 10% of Our Libraries have Joined!

Since the March – April 2003 issue of *Latitudes*, the following libraries have joined the Electronic Funds Transfer System (EFTS):

Resource Libraries

Hawaii Medical Library, Honolulu, HI
UC Davis Carlson Health Sciences Library and Medical Center Library, Davis, CA
USC Norris Medical Library, Los Angeles, CA

Primary Access Libraries

California Hospital Medical Center Medical Library, Los Angeles, CA
Dominican Hospital, Santa Cruz, CA
Fairview Developmental Center, Costa Mesa, CA
Kaiser Permanente Medical Center, Hayward, CA
Kaiser Permanente Medical Center, Oakland, CA
Kaiser Permanente Medical Center, Vallejo, CA
Kaiser Permanente Medical Center, Walnut Creek, CA
The Permanente Medical Group Division of Research, Oakland, CA
Phillips Graduate Institute, Encino, CA
Pomona Valley Hospital Medical Center, Pomona, CA
Redwood Health Library, Petaluma, CA
Samuel Merritt College, Oakland, CA
San Jose Medical Center, San Jose, CA
Seton Medical Center, Daly City, CA
St. Johns Regional Medical Center, Oxnard, CA
Touro University College of Osteopathic Medicine, Mare Island, Vallejo, CA
Western University of Health Sciences, Pomona, CA

Number of EFTS Libraries in the Pacific Southwest Region

To date (6/30/2003), 44 of our 408 DOCLINE libraries are EFTS participants in the Pacific Southwest Region. NLM is aboard. Who will be next?

Please contact Julie or Andrea with any questions or concerns you may have regarding EFTS. JKK and AL

This article is freely available at: http://nnlm.gov/psr/lat/v12n4/efts_parts.html

Keep Up-to-Date with NLM classes!

As you are planning your fall activities, you may wish to attend one of these NLM classes. The classes are free and award varying amounts of MLA continuing education credits (from 3.5 to 7.5 CEUs).

PubMed (1 day)
- September 15, 2003 Los Angeles, CA
- September 16, 2003 Los Angeles, CA
- November 4, 2003 Davis, CA
- November 6, 2003 Davis, CA

NLM Gateway & ClinicalTrials.gov (half day)
- November 5, 2003 Davis, CA

TOXNET (1-day)
- November 7, 2003 Davis, CA

Course descriptions and the agendas for the classes are at
> http://nnlm.gov/mar/online/description.html

To register, go to
> http://nnlm.gov/mar/online/request.html

If you have any questions, contact [Kay Deeney](). KD

This article is freely available at: http://nnlm.gov/psr/lat/v12n4/up-to-date.html

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Health Information Literacy Comes to You!

Two upcoming events will be focusing on the role of health librarians in Health Information Literacy:

The first event is an MLA-sponsored satellite teleconference, "Reading Between the Lines: Focusing on Health Information Literacy," which will be on Wednesday, September 10, 2003, from 11:00 AM to 1:00 PM P.D.T. More information about the teleconference and about site registration can be found at http://www.mlanet.org/education/telecon/healthlit/index.html.

The second event is a daylong symposium on January 28, 2004, the first day of the Joint MLA Chapters meeting in Sacramento. This meeting will include members of MLGSCA, NCNMLG, and the Pacific Northwest Chapter/MLA, as well as other outside participants. The working goal for this event is to build on the foundation information provided by the satellite teleconference, providing participants with practical tools, and helping them identify specific actions they can take in support of health information literacy. MLA CE credit will be offered. Look for more details on the Regional listserv and in upcoming issues of *Latitudes*! HS

This article is freely available at: http://nnlm.gov/psr/lat/v12n4/health_literacy.html

Do You Have Any Marketing Ideas to Share?

Do you have any marketing ideas to share with your fellow librarians? If you answered "Yes" to this question, would you be willing to let us know what you have done or what you are currently working on? We would like to publish your ideas in *Latitudes* for others to see and adapt for their own libraries.

If you are willing to share, please send examples of what you have done to us at psr-nnlm@library.ucla.edu or to the following mailing address:

>   Pacific Southwest Regional Medical Library
>   UCLA Louise M. Darling Biomedical Library
>   12-077 Center for the Health Sciences
>   Box 951798
>   Los Angeles, CA 90095-1798

Some examples that we are particularly interested in include LinkOut or Loansome Doc promotion. In addition to the narrative of the examples, please consider making available the flyers, webpages, etc. that you used to market your library's services. These tidbits would be very useful to our readers to adapt to their own library and their services. We will then publish them in *Latitudes* with your permission, of course.

Thank you for sharing! AL

June Farewell to April

Yes, that's *April*…as in April Cunningham, a *June* graduate of UCLA's Graduate School of Education and Information Studies, Department of Library and Information Science. April has been working with PSRML staff over the past year to enhance public access to Spanish language consumer health information. April interned at PSRML for two quarters and continued to work with us on various projects until her June departure.

Following a brief orientation to PSRML and to its Outreach Program, April drafted promotional materials for MEDLINEplus en español and laid the

groundwork for a project reaching out to the Spanish-speaking community. April also assisted us with exhibiting at the Latino Book and Family Festival, and subsequently conducted the outreach project, which involved training staff of a public library and members of a local coalition. We were delighted to offer April this internship opportunity!

April stated that she enjoyed working in a supportive team environment on a project critical to the overall mission of the NN/LM, and to the goals and objectives of the PSRML program. It was a privilege working with April! We wish her well in her new position at National University in San Diego and in her upcoming marriage. HS

Attention Catalogers: *Latitudes* Now has an ISSN!

Latitudes now has an ISSN -- 1544-743X. Our super UCLA catalogers suggested that we apply, and, only four months later, we received our official ISSN! If you have a catalog record for *Latitudes* in your library's catalog, please bring this to the attention of your cataloging staff. AL

(Editor's Note: To apply for an ISSN, go to the U.S. ISSN Center on the Library of Congress web site at http://lcweb.loc.gov/issn/. You will find complete instructions and an application form there.)

Pacific Southwest Region Contributors at MLA 2003

We are very proud to recognize the NN/LM Pacific Southwest Region network members who participated in this year's Medical Library Association annual meeting in San Diego, California. Included in the list below are awardees and contributors to continuing education courses, papers, poster presentations, and session moderators. We at PSRML are very proud of you all! JKK and AL

(Editor's Note: Please let us know of any corrections to this list! As in the past, PSRML has purchased MLA tapes and CD-ROMs for general sessions and section programming. To borrow MLA tapes, go to the PSRML web site Services for Network Libraries -> Professional Development -> Audio and Video Cassettes for Loan or directly to http://nnlm.gov/psr/loans/mlatape_03.html.)

Awards

David A. Kronick Traveling Research Fellowship
Michael Kronenfeld, AHIP

Lois Ann Colaianni Award for Excellence and Achievement in Hospital Librarianship
Ysabel Bertolucci, AHIP

Louise Darling Medal for Distinguished Achievement in Collection Development in the Health Sciences
Frank O. Mason

Marcia C. Noyes Award
Naomi C. Broering, AHIP

Plenary Session

Plenary Session IV - "Mentoring: Sharing Experiences for Professional Growth"
Karen Garman, Ph.D., **Sue Trombley** [Arizona Health Sciences Library, University of Arizona—Tucson], Ruth Holst, AHIP, and Rick B. Forsman, AHIP

CE Courses

"Providing Health Information Resources and Services in Other Languages"
Kristine M. Alpi, AHIP, library manager, Public Health Library, New York City Department of Health and Mental Hygiene, New York, NY; **Barbara M. Bibel**, reference librarian, Oakland Public Library, Berkeley, CA; and Tonya T. Feddern, AHIP, Louis Calder Memorial Library, University of Miami School of Medicine, Miami, FL

"Personal Digital Assistant (PDA) 101"
Mari J. Stoddard, head, Educational Services, Arizona Health Sciences Library, University of Arizona—Tucson

"Evidence-Based Nursing Practice; Needs, Tools, and Solutions" – Saturday Symposium
Facilitators: Susan Pierce, RN, Ed.D., associate professor, College of Nursing, Northwestern State University, Shreveport, LA; Diane Pravikoff, RN, Ph.D., FAAN, director, Research/Professional Liasion, Cinahl Information Systems, Glendale, CA; Annelle Tanner, RN, Ed.D., Central Louisiana Area Health Education Center—Alexandria; Margaret (Peg) Allen, AHIP, library consultant, Wisconsin Area Health Education Center System and Cinahl Information Systems, Stratford, WI; **June Levy**, managing director, Cinahl Information Systems and Glendale Adventist Medical Center Library, Glendale, CA; Michelynn McKnight, AHIP, director, Health Sciences Library, Norman Regional Hospital, Norman, OK; Sarah Jo Brown, RN, Ph.D., director of research, National Association of Orthopedic Nurses, Norwich, VT; Deborah Lauseng, information services librarian, Taubman Medical Library, University of Michigan—Ann Arbor; and **Mari Stoddard**, head, Educational Services, Arizona Health Sciences Library, University of Arizona--Tucson

Contributed Papers

"Tribal collaborations"
Patricia A. Auflick, outreach services librarian, Arizona Health Sciences Library, University of Arizona–Tucson; Catherine Burroughs, librarian, Pacific Northwest Regional Medical Library, University of Washington–Seattle; **Elaine Graham**, AHIP**,** librarian, Pacific Southwest Regional Medical Library, University of California–Los Angeles; Claire Hamasu**,** associate director, National Network of Libraries of Medicine MidContinental Region, Spencer S. Eccles Health Sciences Library, University of Utah–Salt Lake City; **Jeanette McCray**, AHIP**,** deputy director, Arizona Health Sciences Library, University of Arizona–Tucson; Molly McGetrick**,** outreach services librarian, Pacific Northwest Regional Medical Library, University of Washington–Seattle; Sharon A. Lezotte, outreach and consumer librarian, Health Sciences Library and

Informatics Center, University of New Mexico–Albuquerque; Neil Rambo, associate director, Pacific Northwest Regional Medical Library, University of Washington–Seattle; Angela B. Ruffin, Ph.D., head, National Network of Libraries of Medicine National Outreach Office, National Library of Medicine, Bethesda, MD; Roy Sahali, community resources coordinator, Pacific Northwest Regional Medical Library, University of Washington– Seattle; Stephanie Weldon, consumer health librarian, Denison Memorial Library, University of Colorado Health Sciences Center–Denver; and Fred B. Wood, special expert/computer scientist, Office of Health Information Programs Development, National Library of Medicine, National Institutes of Health, Bethesda, MD

"Providing access to data sets for public health professionals: service development, outreach, and use patterns"
Peggy Tahir, information services librarian; **Min-Lin Fang**, information services librarian; and **Janet Cowan**, information services librarian; Library and Center for Knowledge Management, University of California—San Francisco

"Assessing the potential of handheld computing applications in public health"
Terry Henner, head, Information and Education Services, Savitt Medical Library, University of Nevada School of Medicine—Reno

"Riding the wave from benchmarking to bucks"
Ysabel R. Bertolucci, AHIP, health sciences librarian, Health Sciences Library, Kaiser Permanente Medical Center, Oakland, CA; **Lynn Van Houten**, AHIP, medical center library services manager, Health Sciences Library, Kaiser Permanente Medical Center, Vallejo, CA; and **Leeni Balogh**, AHIP, services area manager, Library Services, Health Sciences Library, Kaiser Permanente Medical Center, San Rosa, CA

"Bioterrorism information resources"
Patricia A. Auflick, outreach services librarian, Arizona Health Sciences Library, University of Arizona—Tucson

"Shooting the curl: enhancing real time reference with health information experts"
Kay Deeney, AHIP, education and exhibit coordinator; **Heidi T. Sandstrom**, RN, consumer health librarian; and **Andrea Lynch**, network assistant; National Network of Libraries of Medicine, Pacific Southwest Region, Louise M. Darling Biomedical Library, University of California—Los Angeles

"FreeShare to the rescue!"
Elaine Graham, AHIP, associate director; **Andrea Lynch**, network assistant; and **Julie K. Kwan**, AHIP, library network coordinator; National Network of Libraries of Medicine Pacific Southwest Region. Louise M. Darling Biomedical Library, University of California—Los Angeles

"Meeting the need for library-based support in the emerging field of bioinformatics"
Stephen Cammer, Ph.D., bioinformatics specialist, UCSD Libraries and Graduate Program in Bioinformatics, and **Susan Starr**, Ph.D., director, UCSD Biomedical Library, and associate university librarian, UCSD Libraries, University of California—San Diego, La Jolla, CA

"Biodiversity, conservation, and utilization: patient empowerment"
Marian Hicks, director, Carl S. Cleveland, Jr., Memorial Library, Cleveland Chiropractic College, Los Angeles, CA

"Tribal outreach"
Patricia A. Auflick, outreach services librarian, and **Jeanette McCray**, AHIP, deputy director, Arizona Health Sciences Library, University of Arizona—Tucson

"Television outreach to residents with limited English or literacy skills"
Eris Weaver, AHIP, master's of public health candidate and medical librarian, Redwood Health Library, Petaluma Health Care District, Petaluma, CA

"Testing the waters: virtual tutorials using digital reference software"
Christina Mayberry, information specialist, and **Pamela M. Corley**, AHIP, information specialist, Norris Medical Library, University of Southern California—Los Angeles

"Everything that rises must converge: merging service points, raising the bar of expectations for information services"
Gerald J. Perry, AHIP, head, Information Services; **Javad Basij**, senior library supervisor; **Susan Keiser**, administrative associate; **Nga Nguyen**, senior library specialist; **David Piper**, AHIP, digital resources librarian; **Joan Schlimgen**, head, Access Services; and **Stefan Walz**, support analyst; Arizona Health Sciences Library, University of Arizona--Tucson

"The complex information environment: remote access issues and solutions"
Peggy Tahir, information services librarian, and **Min-Lin Fang**, information services librarian, Library and Center for Knowledge Management, University of California—San Francisco

Posters

"Getting hit by a way of journals: evaluating a journal collection"
Shirley A. Tanase, assistant medical librarian and master's of library and information science student; and **Hella Bluhm-Stieber**, AHIP, medical librarian, Medical Library, Santa Clara Valley Health and Hospital System, San Jose, CA

"Association of Academic Health Sciences Libraries (AASHL): academic health sciences libraries enhancing excellence in medical education since 1977"
Susan Jacobson, AHIP, assistant university librarian for the Health Sciences, Library of the Health Sciences, University of Illinois—Chicago; Diana J. Cunningham, AHIP, associate dean and director, Medical Sciences Library, New York Medical College-Valhalla; **Susan Starr**, Ph.D., associate university librarian, Sciences, and director, Biomedical Library, University of California—San Diego, La Jolla, CA; and Laurie L. Thompson, AHIP, director, Health Sciences librarian, State University of New York Upstate Medical University—Syracuse

"A library-based laboratory for bioinformatics support"
Stephen Cammer, Ph.D., bioinformatics specialist, UCSD Libraries and Graduate Program in Bioinformatics; and **Susan Starr**, Ph.D., director, UCSD Biomedical Library, and associate university librarian, UCSD Libraries, University of California—San Diego, La Jolla, CA

"'Rounding out' our services: librarians attending grand rounds, expanding the scope of information services at the Arizona Health Sciences Library"
Hannah Fisher, AHIP, librarian; **Fred Heidenreich**, AHIP, librarian; David Howse, assistant librarian; **Nga Nguyen**, senior library specialist; **Jerry Perry**, AHIP, head, Information Services; **Mary Riordan**, AHIP, librarian; and **Catherine Wolfson**, AHIP, librarian, Information Services; Arizona Health Sciences Library, University of Arizona—Tucson

"Designing a user-centered Website: the whys and hows of multiple usability testing"
Clair Kuykendall, librarian, Education; **Peggy Tahir**, librarian, Reference; **Jean Blackwell**, librarian, Collection Development; Kirk Hudson, manager, Interactive Learning Center; and **Gail Persily**, manager, Education; Library and Center for Knowledge Management, University of California—San Francisco

"A virtual library showcase: blending technology, functionality and human touch"
Jean Blackwell, assistant to university librarian, Library Administration; **Min-Lin E. Fang**, information services librarian, Information Services; **Leslie Kleinberg**, Web and print publications coordinator, GALEN Website; and **Julia Kochi**, manager, Digital Library Operations, GALEN Website; Library and Center for Knowledge Management, University of California—San Francisco

"Integrated by separate: an integrative medicine program and a health sciences library in partnership"
Catherine L. Wolfson, AHIP, information services librarian, and **Mary Holcomb**, head, Collection Services, Arizona Health Sciences Library; and Laurie Soloff, N.D., naturopath, Program in Integrative Medicine; University of Arizona--Tucson

"Promoting health information literacy at a university student health service"
Mary Linn Bergstrom, head, Education and Outreach Services, Biomedical Library; Brad P. Buchman, M.D., clinical director, Student Health Services; Lupe Samaniego-Kraus, director, Health Education, Student Health Service; **Jeffrey Williams**, head, Education and Outreach Services, Biomedical Library; University of California—San Diego, La Jolla, CA

"Arizona Public Health Information System (APHIS): bringing together public and health information together to protect the health of Arizonans"
Michael Kronenfeld, AHIP, director, Learning Resource Center, Arizona School of Health Sciences—Mesa; and **Jeanette C. McCray**, AHIP, deputy director; and **Patricia Auflick**, outreach service librarian, Arizona Health Sciences Library, University of Arizona—Tucson

"Creation of a Web-accessible combined print and electronic journal holdings list"
Chris Ewing, information specialist; and **David Morse**, AHIP, associate director, Collection Resources, Norris Medical Library, University of Southern California—Los Angeles

"PLUS Information Services: fee-based service for non-affiliated clients"
Penny Coppernoll-Blach, AHIP, corporate services/ILL librarian, and **Barbara Slater**, AHIP, librarian, Biomedical Library, University of California—San Diego, La Jolla, CA

"Quality information at the desktop: tracking the effects of 24/7 access to online resources at an academic medical center library"
Ann M. Farrell, coordinator, Library Services, Bursak Biomedical Library, Mayo Clinic, Jacksonville, FL; **Kay Wellik**, AHIP, director, Library Services, Mayo Clinic, Scottsdale, AZ; and Patricia Erwin, head, Reference Department, Plummer Library, Mayo Clinic, Rochester, MN

"Virtual reference chat services' technology issues for teaching bibliographic database searching"
Marcia K. Henry, health sciences librarian, and **Katherine S. Dabbour**, law and California documents librarian, University Library, California State University--Northridge

"The iterative process in Web design: a case study in usability testing"
Julia K. Kochi, manager, Digital Library Operations, and **Gail L. Persily**, associate director, Informatics Education and Center for Instructional Technology, Library and Center for Knowledge Management, University of California—San Francisco

Moderators

"The Crest of the Wave—Cool New Health Information Resources for Consumers"
Naomi C. Broering, AHIP, chair elect, Consumer and Patient Health Information Section, and director, Herrick Community Health Care Library, La Mesa, CA

"The Changing Shoreline: Virtual Real-Time Reference"
Barbara Slater, AHIP, librarian, University of California—San Diego, La Jolla, CA

"Shoot the Pipeline with Evidence-Based Librarians: Original Research and Practical Methods"
Alice E. Hadley, AHIP, librarian, Guam Medical Library, U.S. Naval Hospital, Barrigada, Guam

"Swimming in the Sea of Electronic Resources: Meeting the Challenges"
Maggie Wineburgh-Freed, AHIP, head, Technical Services Section, Norris Medical Library, University of Southern California—Los Angeles

"Through Tempests and Storms: Vaccines, Biologicals, Patient Education, and Environmental Health"
Lucy Thomas, AHIP, chair, Consumer and Patient Health Information Section, and director, Reeves Medical Library, Cottage Hospital, Santa Barbara, CA

"Library Content for Portable Handheld Devices"
Mari Stoddard, head, Education Services, Arizona Health Sciences Library, University of Arizona—Tucson

"Equitable Access to Essential Information for Health: WHO's HINARI Partnership"
Amy Butros, AHIP, instructional services librarian, Biomedical Library, University of California—San Diego, La Jolla, CA

This article is freely available at: http://nnlm.gov/psr/lat/v12n4/psrml_mla.html

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Highlights of the May – June 2003 Issue of the
NLM Technical Bulletin

PubMed Central – a New Entrez database

In addition to finding PubMed Central (PMC) articles in PubMed, there is a new database that consists solely of PMC articles. If you look closely at the black bar above PubMed's search box, you will find this database listed as 'PMC'. When you search the database, you will also see a new PubMed Central banner across the top of the screen (see Fig. 1).

Figure 1 - PubMed Central Search Form

Searching the PubMed Central database is similar to searching PubMed, but there are some interesting differences. First, the standard PMC database search technique is called SmartSearch and is intended to increase search relevance. SmartSearch is based on an automated analysis of the article title, abstract, and full-text; to deactivate this feature, and search using PubMed search features, uncheck the box. Second, search results are displayed by default in order of relevance. Also, the summary display includes links to the abstract, full-text, and PDF except when the full-text is only available on the publisher web site (then you get to the full-text by going to the abstract first). Third, there are new functionalities when searching the PMC database. The Links popup menu offers other options, including a link to the Taxonomy database, a 'referenced article' list. Search Limits is different as well – you can search within specific parts of an article, such as the methods section or figures and tables. Be careful of some terminology, however. Don't assume that 'citation searching' means cited reference searching. In fact, 'citation searching' in simply the PMC database version of the single citation matcher.

Where should you go first – to PubMed or PubMed Central? If you know that you want to search only PMC material, it's best to go to the PMC database because of its special features. You will have much more functionality than searching PubMed and setting the PubMed Central subset limit. Be sure to read the complete *Technical Bulletin* article for more information on this topic.

Genetics Home Reference

The latest tool for consumers is the Genetics Home Reference. GHR provides, in easy to understand language, information about genetic conditions and the genes related to those conditions. MEDLINEplus links to GHR from health topic pages for specific genetic conditions.
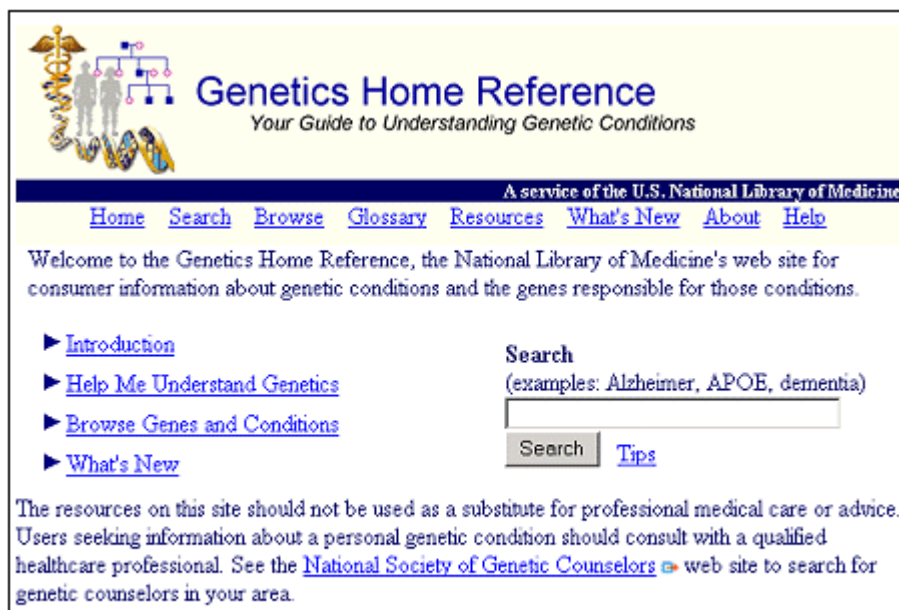
Figure 1 - The Genetics Home Reference Home Page

Genetics Home Reference links to a variety of NCBI and outside sources funded by the National Institutes of Health. In addition, GHR includes a link, "Help Me Understand Genetics" for consumers who need a basic explanation of how genes work and how mutations cause genetic conditions.

We encourage anyone who works with information about genetic conditions to read the complete article in the *Technical Bulletin* and to explore Genetics Home reference http://ghr.nlm.nih.gov/ghr/page/Home.

LinkOut for Libraries

The minutes of the LinkOut Support meeting at the MLA meeting in May 2003 are available online at http://www.ncbi.nlm.nih.gov/entrez/linkout/doc/support.html. Some very interesting developments from that meeting include:

There are new names for searching full text. To search PubMed for all full text articles, including those accessible only be a fee or subscription, use either of the following in your search:

    full text [sb]
    full-text [sb]

To search for only **free** full text in PubMed, use either or these instead:

    free full text [sb]
    free full-text [sb]

Include these subsets in your searches as follows:

    rosacea AND full text [sb]
    migraine AND free full-text [sb]

The *LinkOut for Libraries FAQ* has been updated and includes questions on limiting a search to full text or to free full text.

New PubMed Icons for Free Full Text

Have you all seen the new icons for free full text in the summary display of PubMed? Click on these icons to go to the Abstract format in PubMed, and click on the full text icons you find there. Note: there might not be an abstract available in the Abstract format).

This green icon indicates full text is available for free.

This green and orange icon indicates the article is available free at PubMed Central.

NLM Update available via NIH Videocasting

The NLM Update from the Medical Library Association meeting in San Diego is now available for viewing via the NIH Videocasting web site. The update included presentations by Donald A.B. Lindberg, NLM Director, Jack Snyder, SIS Associate Director, and Betsy Humphreys, Associate Director for Library Operations. You will need RealOne™ Player software to view the videocast; if you do not have it, you can download it from the NIH Videocasting web site.

To view the program, go to the NIH Videocasting web site at http://www.videocast.nih.gov/. Click on "Past Events", click on "Conferences", then scroll down to the Annual Meeting of the Medical Library Association – Tuesday, May 06, 2003. Click on the globe to view the program.

If you have not yet viewed a videocast, this is a good chance to become acquainted with this technology.

Asian American Health portal

NLM has launched *Asian American Health* at http://asianamericanhealth.nlm.nih.gov/. This new site was created to address the health information needs of Asian Americans, the fastest growing minority population in the United States (currently over 12 million). Asian Americans are extremely diverse, coming from nearly 50 countries and ethnic groups, and are affected disproportionately by cardiovascular disease, cancer, hepatitis B, tuberculosis and other respiratory diseases. The site features links to consumer health information specific to Asian Americans, including some in Chinese and other Asian languages. In addition, there are links to consumer health information on MEDLINEplus and other medical databases, as well as links to Asian health organizations and publications. The site includes the following sections:

- Introduction
- Major Asian-American Populations
- Health and Diseases
- Behavioral Issues

- Complementary and Alternative Medicine
- Pacific Rim Web Links
- Health Organizations
- Other Web Links
- Publications
- U.S. Government Web Sites
- Other NIH Links

The *Asian American Health* web site is the second of the series of special population web sites; the first web site in this series was *Arctic Health*, available at http://arctichealth.nlm.nih.gov/.

JKK

Table of Contents for the *NLM Technical Bulletin*

This article is freely available at: http://nnlm.gov/psr/lat/n12n4/TOCtechbull.html

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Upcoming Events*

September 2003	
9 – 13	National Association of County and City Health Officials (NACCHO), http://www.naccho.org/, Phoenix, AZ *(PSRML Exhibit, 9/9-11/2003)*
10	MLA satellite teleconference, *Reading Between the Lines: Focusing on Health Information Literacy,* http://www.mlanet.org/education/telecon/healthlit/index.html
15	NTCC, *PubMed* (1-day), http://nnlm.gov/mar/online/description.html, Los Angeles, CA
16	NTCC, *PubMed* (1-day), http://nnlm.gov/mar/online/description.html, Los Angeles, CA
October 2003	
1 – 4	California Literacy, 2003 Annual State Conference, http://www.caliteracy.org/education/conference/index.html, Pasadena, CA
1 – 31	Health Literacy Month, http://www.healthliteracymonth.com/
1 – 31	National Hispanic Heritage Month
1 – 31	National Medical Librarians Month
9	San Diego Health Sciences Libraries, *PSRML update*, San Diego, CA
12 – 15	American Health Care Association and National Center for Assisted Living Annual Convention & Exposition, http://www.ahca.org/convention/index.html, San Diego, CA *(PSRML Exhibit, 10/13-15/2003)*
20	Central Arizona Biomedical Libraries, EFTS presentation, Phoenix, AZ
20 – 23	American Society for Information Science and Technology Annual Conference, http://www.asis.org/Conferences/AM03/am03cfp.html, Long Beach, CA
November 2003	
3 – 5	Internet Librarian 2003, http://www.infotoday.com/il2003/, Monterey, CA
3 – 8	Annual PIALA Conference, http://www.uog.edu/rfk/piala/piala.html, Pohnpei, Federated

	States of Micronesia
4	NTCC, *PubMed* (1-day), http://nnlm.gov/mar/online/description.html, Davis, CA
5	NTCC, *NLM Gateway & ClinicalTrials.gov* (half-day), http://nnlm.gov/mar/online/description.html, Davis, CA
5 – 8	American Translators Association, http://www.atanet.org/, Phoenix, AZ *(PSRML Exhibit, 11/5-8/2003)*
5 – 8	Nevada Library Association/Mountain Plains Library Association/REFORMA Joint Conference, http://www.nevadalibraries.org/Conference03/index.html, Incline Village, NV
6	NTCC, *PubMed* (1-day), http://nnlm.gov/mar/online/description.html, Davis, CA
7	NTCC, *TOXNET* (1-day), http://nnlm.gov/mar/online/description.html, Davis, CA
8 – 12	American Medical Informatics Association Annual Symposium, http://www.amia.org, Washington, DC
14 – 17	California Library Association Conference, *8000 Libraries, One Voice*, http://www.cla-net.dreamhost.com/news/confexhibition.php, Ontario, CA
15 – 19	American Public Health Association Annual Meeting, *Behavior, Lifestyle and Social Determinants of Health*, http://www.apha.org/meetings/, San Francisco, CA *(NLM Exhibit, 11/16-19/2003)*
21 – 24	Gerontological Society of America, http://www.geron.org/AnnualMeeting/annual.htm, San Diego, CA *(PSRML Exhibit, 11/21-24/2003)*
December 2003	
8 – 11	Arizona Library Association Annual Conference, http://www.azla.org/conference/programapps.html, Phoenix, AZ
13 – 14	Hawai'i Library Association 2003 Annual Conference, http://www.hlaweb.org/Confer2003/confer2003Index.htm, Lanai City, HI
January 2004	
9 – 14	American Library Association Midwinter Meeting, http://www.ala.org/Template.cfm?Section=Events1, San Diego, CA *(PSRML Exhibit, 1/9-14/2003)*
28	PSRML Health Literacy Conference, Sacramento, CA
28 – 31	Joint Meeting of NCNMLG and MLGSCA, http://ncnmlg.stanford.edu/calendar/cal_joint_meetings.htm, Sacramento, CA *(PSRML Exhibit, 1/28-31/2003)*

*Please visit the PSRML Library Professional Development Award web page to apply for an award to attend educational events. PSRML will make available awards up to $1,000 to individuals in Primary Access Libraries in the Pacific Southwest Region. Applications may be made at any time.

This article is freely available at: http://nnlm.gov/psr/lat/v12n4/upcoming.html

Publication Information

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Contact Information

UCLA Louise M. Darling Biomedical Library/PSRML
12-077 CHS
Box 951798
Los Angeles, CA 90095-1798

Phone: (310)825-1200 or (800)338-7657
Fax: (310)825-5389
URL: http://nnlm.gov/psr/

PSRML Staff

Judy Consales, MLS, Interim Director, consales@library.ucla.edu

Alan Carr, MLS, AHIP, Health Information Services Coordinator, acarr@library.ucla.edu

Kay Deeney, MLS, AHIP, Education & Exhibit Coordinator, kdeeney@library.ucla.edu

Julie Kwan, MS, AHIP, Library Network Coordinator, jkkwan@library.ucla.edu

Heidi Sandstrom, RN, PHN, MLIS, Interim Associate Director and Consumer Health Information Services Coordinator, heidits@library.ucla.edu

Andrea Lynch, Network Assistant, andlynch@library.ucla.edu

Michael Miller, Computer Resource Specialist, mmiller@library.ucla.edu

Karen Ricard, Administrative Assistant, kricard@library.ucla.edu

NOTE: This is a newsletter. Links are up-to-date when the newsletter is published; they are not updated afterwards.